

ORDER



WKYC

| | | |
|--------|----------------------|---------------------|
| Orders | Order / Rev: | 712032 |
| | Alt Order #: | 06307092 |
| | Product Desc: | DSCC-IE |
| | Estimate: | 1705 |
| | Flight Dates: | 09/12/12 - 09/14/12 |
| | Original Date / Rev: | 09/07/12 / 09/07/12 |
| | Order Type: | Political |

Primary AE:

Sales Office:

Sales Region:

| | | |
|--------|------------------|---|
| Agency | Name: | <u>Great American Media/ POL</u> |
| | Buying Contact: | <hr/> |
| | Billing Contact: | <hr/> |
| | | <u>1010 Wisconsin Ave. NW, Ste. 800</u> |
| | | <u>Washington, DC 20007</u> |

| | |
|--------------------|-------|
| Billing Type: | Cash |
| Billing Calendar: | Broad |
| Billing Cycle: | EOM/ |
| Agency Commission: | 15% |

| | | |
|-------------------|-----------------------|--|
| Advertiser | Name: | Democratic Senate Campaign Comm |
| | Demographic: | A35+ |
| | Product Codes: | IS-Issue/Non |
| | Priority: | P-2 |
| | Revenue Codes: | AGY, GEN, POL |

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/14/12 | 17 | \$32,350.00 | \$27,497.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|---------|--------------|-------------|--------|
| September 2012 | 17 | \$32,350.00 | \$27,497.50 | 0.00 |
| Total | 17 | \$32,350.00 | \$27,497.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|---------------|---------------|-------------------------------|---------|
| Joe Krueger | North America | North America | Start Of Order - End Of Order | 100% |

Joe Knauer Start Of Order - End Of Order 100%

Order Share

| | | |
|--------|------|--------------|
| WKYC | 23% | \$32,350.00 |
| Market | 100% | \$140,652.17 |

Market 100,000,000,000

Competitive Share

| | | |
|-------|-----|-------------|
| CABLE | 0% | \$0.00 |
| WBNX | 0% | \$0.00 |
| WEWS | 35% | \$49,228.26 |
| WJW | 26% | \$36,569.57 |
| WOIO | 15% | \$21,097.83 |
| WUAB | 1% | \$1,406.52 |

Order / Rev: 712032
 Alt Order #: 06307092
 Flight Dates: 09/12/12 - 09/14/12

Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC-IE
 Estimate: 1705

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 3 | WKYC | 09/12/12 | 09/14/12 | M-F 3-4p The Doctors | CM | 3p-4p | --WTF-- | :30 | 1 | \$650.00 | P-1 | 0.00 | NM | 1 | \$650.00 |
| DOCTORS | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | | | | | | | | | | | | | | |
| E 4 | WKYC | 09/12/12 | 09/14/12 | Early Today Early Today | CM | 4a-430a | --WTF-- | :30 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| CH3 EARLY TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | | | | | | | | | | | | | | |
| E 5 | WKYC | 09/12/12 | 09/14/12 | M-F 4-5p Ellen Degeneres | CM | 4p-5p | --WTF-- | :30 | 1 | \$800.00 | P-1 | 0.00 | NM | 1 | \$800.00 |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | | | | | | | | | | | | | | |
| E 6 | WKYC | 09/12/12 | 09/14/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | --WTF-- | :30 | 2 | \$1,400.00 | P-1 | 0.00 | NM | 2 | \$2,800.00 |
| DR. PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | | | | | | | | | | | | | | |
| E 7 | WKYC | 09/12/12 | 09/14/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | --WTF-- | :30 | 1 | \$2,500.00 | P-1 | 0.00 | NM | 1 | \$2,500.00 |
| CH3 NEWS TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | | | | | | | | | | | | | | |
| E 8 | WKYC | 09/12/12 | 09/14/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | --WTF-- | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| CH3 NEWS @ 7P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | | | | | | | | | | | | | | |
| E 9 | WKYC | 09/12/12 | 09/14/12 | M-F 7-9a Today Today Show | CM | 7a-9a | --WTF-- | :30 | 2 | \$2,500.00 | P-1 | 0.00 | NM | 2 | \$5,000.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | | | | | | | | | | | | | | |
| E 10 | WKYC | 09/12/12 | 09/14/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | --WTF-- | :30 | 2 | \$800.00 | P-1 | 0.00 | NM | 2 | \$1,600.00 |
| TODAY SHOW II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | | | | | | | | | | | | | | |
| E 11 | WKYC | 09/12/12 | 09/14/12 | M-F 11-1135p Channel 3 News at 11p M-F | CM | 11-1135p | --WTF-- | :30 | 1 | \$3,500.00 | P-1 | 0.00 | NM | 1 | \$3,500.00 |
| CH3 NEWS @ 11P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | | | | | | | | | | | | | | |
| E 12 | WKYC | 09/12/12 | 09/14/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | --WTF-- | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| CH3 NEWS @ 6P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | | | | | | | | | | | | | | |
| E 13 | WKYC | 09/12/12 | 09/12/12 | Wed Prime B Wed Prime B (9:00 PM-10:00 PM) | CM | 9-10p | --W---- | :30 | 1 | \$7,000.00 | P-1 | 0.00 | NM | 1 | \$7,000.00 |
| AGT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | | | | | | | | | | | | | | |

Totals

17

\$32,350.00